



# Splendor Garden Oats: All the goodness, without the gluten.

## The history and the products:

Colleen Haussecker founded Canadian Organic Spice and Herb Co. in 2013 after fighting breast cancer. Her illness inspired her to enter the retail market with high quality, healthy food products.

She first developed an extensive line of organic spices, herbs and seasoning blends that are all naturally gluten- and nut-free. The products came onto the market under the label of Splendor Garden, the company's retailing arm.

In 2015, she began to investigate the possibility of creating a line of oat products that were also gluten-free. Through her relationships with Grain Millers Inc. of Yorkton, Saskatchewan, which operates a certified gluten-free and certified organic processing mill, she launched the product in early 2016. In keeping with its

health-focused mission, the company also uses distinctive, resealable bags and reusable labels to reduce its environmental footprint.

The company sells its products through retail stores, and online on Amazon.ca. Splendor Garden spices and herbs were sold in more than 400 stores in several Canadian provinces within the first two years, and new retailers are regularly being added. The company's spices, herbs and seasonings have become known for being sourced from only non-GMO, non-irradiated, organic grower's crops, which are treated without chemicals or synthetic fertilizers.

The company has been recognized for its unique efforts in healthy foods, and for its business acumen. Canadian Organic Spice and Herb Co. was a finalist in the New Business category for the prestigious 2015 Saskatchewan ABEX (Business Excellence) Awards and won the 2015 Mark of Excellence Award in the New Venture category.

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# The science and the market:

Agriculture and Agri-Food Canada says the market for gluten-free foods has seen tremendous growth over the past five years, while other reports predict that growth over the next five years will remain significant.

Many Canadian consumers eat gluten-free for the health benefits, but it is critical for those with gluten sensitivities and particularly those with Celiac disease. Therefore, the market is growing.

Haussecker says she expects intense interest in organic and gluten-free foods to come from current retailers, who will want to add Splendor Garden's new oat products to their shelves.

"We are committed to retailing more new gluten-free, organic products in the future," she added.

That's good news for the 10 million Canadians who currently eat gluten-free, but have few choices when purchasing organic and gluten-free food. Now, they have a new oat product to add to their grocery baskets.

Splendor Garden oats are superior because every step in their supply line, from growth through processing, is monitored, said Haussecker. "Having gluten-free oats that are also organic further assures customers that our products are non-genetically modified (non-GMO)."

# The processor, Grain Millers, Inc.:

As with its collection of spices, Splendor Garden's gluten-free, organic oats are sourced from the Yorkton, Saskatchewan-based processor, Grain Millers, Inc. Through Grain Millers, the company accesses an elite network of growers whose oats meet exact specifications.

For over 20 years, Grain Millers has been a leading manufacturer of organic, whole grain ingredients for food products manufactured worldwide. Since launching its current milling system in 2013, Grain Millers has tested millions of pounds of gluten-free oats, certified to the QAI/NSF protocol P404-gluten free and to the organic standards of Pro Cert.

Grain Millers' milling and packaging equipment is extensively cleaned and finished oats are comprehensively tested, using industry-leading technology in a dedicated gluten-free laboratory.



Grain Millers' facilities have also been certified by the Auditor QAI/ NSF as gluten-free and follows processes that are recognized as the "gold standard" in gluten-free oat milling. The company has developed the world's highest certified safety food management systems, according to requirements of the Global Food Safety Initiative (GFSI), the industry leader.

For more information on this release, or on Splendor Garden gluten-free, organic oats, please contact:

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